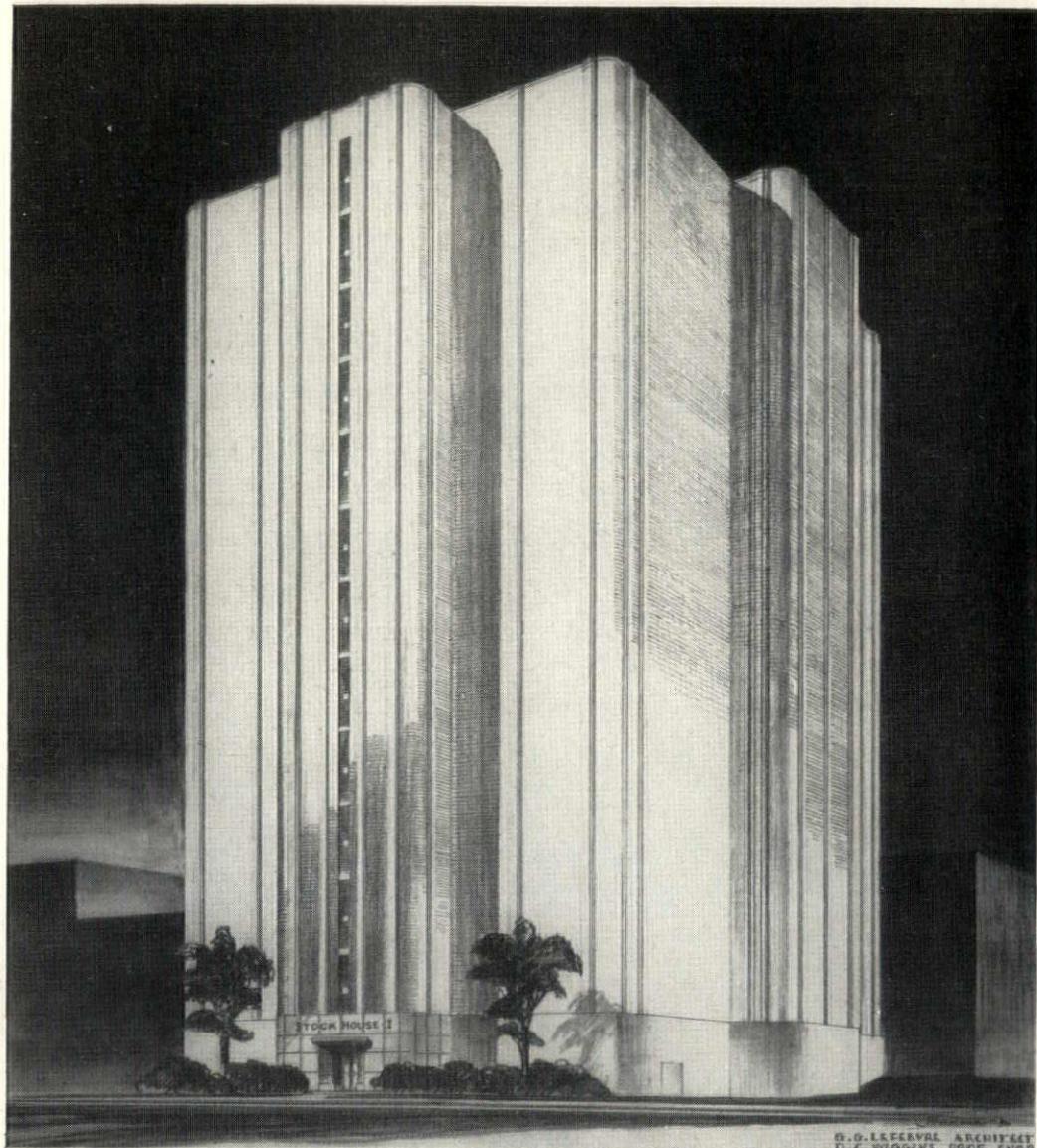


GEP

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



G.G. LEFEBVRE, ARCHITECT
D.C. WIGGINS, PROF. ENGR

STOCK HOUSE I, MILLER BREWING CO., MILWAUKEE
LEFEBVRE and WIGGINS, MILWAUKEE
ARCHITECT and ENGINEER

OCTOBER 1951
VOLUME 19 No. 10

THE WISCONSIN ARCHITECT
 Official Publication
WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

LEIGH HUNT, F.A.I.A., Editor and Publisher
 ELIZABETH SCOTT HUNT, Managing Editor
 3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

Published Monthly
 Subscription, \$1.00 per year
 Address all communications for publication to Editor
 3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

WISCONSIN ARCHITECTS ASSOCIATION
A Chapter of The American Institute of Architects

OFFICERS AND EXECUTIVE COMMITTEE

William G. Herbst President
 Joseph J. Weiler Vice-President
 Leigh Hunt Secretary-Treasurer

DIRECTORS AT LARGE

Edgar H. Berners
 Emiel F. Klingler
 Francis S. Gurda
 A. E. Grellinger

DIVISIONAL DIRECTORS

Milwaukee Division

Arthur O. Reddemann
 Fitzhugh Scott, Jr.

Madison Division

William V. Kaeser
 Lewis A. Siberz

Northeastern Division

Maurey Lee Allen
 Perc Brandt

STATE DIVISIONS

Milwaukee Division

Alvin E. Grellinger, President
 Frederick J. Schweitzer, Vice-President
 Leigh Hunt, Secretary-Treasurer

Northeastern Division

Leonard Schober, President
 Perc Brandt, Vice President
 John E. Somerville, Secretary-Treasurer

Madison Division

Wm. Vogt. KAESER, President
 Edward J. Law, Vice-President
 Lewis Siberz, Secretary-Treasurer

MILWAUKEE DIVISION MEETING
TO BE HELD NOVEMBER 15

Otto Heyer of the Forest Products Laboratory at Madison will be the guest speaker at the dinner meeting of the Milwaukee Division of the Wisconsin Architects Association on Thursday, November 15, at 6:30 P.M. at the Joe Deutsch Cafe, 1219 W. Galena St.

Walter A. Domann is the November program chairman for the Milwaukee Division.

This is to be a joint meeting with the Producers' Council, Wisconsin Chapter.

Mr. Heyer's subject will be "Relation of Forest Products Laboratory Work to the Building Field."



MESSAGE
TO MEMBERS
OF THE WISCONSIN
ARCHITECTS ASSOCIATION

CERTAIN MEMBERS OF THE WISCONSIN ARCHITECTS ASSOCIATION, WHOSE MAIL IS SENT TO THEIR HOUSE ADDRESS, COMPLAIN OF NON-DELIVERY. THIS CAN BE AVOIDED BY THEIR ADVISING THE SECRETARY OF THEIR PLACE OF EMPLOYMENT FOR MAILING ADDRESS, TOGETHER WITH THE NAME OF THEIR EMPLOYER. ALSO, PLEASE NOTIFY THE SECRETARY IMMEDIATELY UPON CHANGING OF ADDRESS.



PROGRAM OF HONOR AWARDS

THE Executive Board of the Wisconsin Architects Association, a Chapter of The American Institute of Architects, desiring to bring to the public's attention, good, completed architecture in Wisconsin, is inaugurating the presentation of regional awards in each of the three Divisions; and to insure the method of making awards uniform in each Division, the following rules have been established:

HONOR AWARDS COMMITTEE

The President of each Division shall appoint from his Division an Honor Awards Committee composed of three members, by October 31, 1951. It shall be the duty of these committees to issue invitations to Architects in their respective Divisions, select a Jury of three Architects and three laymen, and arrange the judging of the submissions on January 14, 1952.

The Honor Awards Committees from the three Divisions shall form the Honor Awards Committee of Nine. It will select a chairman from its membership to preside after the division juries have completed their work.

THE EXHIBITION

An exhibition of Drawings submitted in the Divisions awards and the Winning Photographs will be exhibited under the supervision of the W.A.A. Exhibition Chairman, Carl Lloyd Ames, at the Annual Convention of the Wisconsin Architects Association on February 8, 1952.

CLASSES OF ARCHITECTURE

The various classes of buildings to be submitted are:

1. Residential — one and two-family dwellings.
2. Commercial — Apartments, Hotels, Motels, Office Buildings, Shops, Stores, Theaters, Banks, Factories, etc.
3. Public — Schools, Churches, Museums, Art Galleries, Clubs, City, County, State, and Federal Buildings.
4. Alterations and Additions to buildings in any of the first three classes.

Work to be eligible for awards and for exhibition must have been completed within the last five years; but in no case can a building be entered more than once.

Each exhibitor may submit as many plans and photographs of as many completed buildings as he may desire. The photographs, if unframed, shall be mounted on heavy cardboard to facilitate hanging. Each Division exhibit submitted shall be marked on the back with its physical location and identifying symbol. Each Exhibitor shall enclose with his exhibit an envelope bearing his symbol on the outside, and his name and address on the inside.

Photographs may be submitted for award only to the Division in which the Architect has his place of business, although the building might be located in the territory of another Division.

Exhibitors will be confined to members of the Wisconsin Architects Association.

JURIES OF AWARDS

The Honor Awards Committee of each State Division, i.e., the Milwaukee Division, the Madison Division, and the Northeastern Division, shall appoint a jury for the judging of the entries in his own specific division, this Jury to consist of three Architects and two laymen, none of whom shall reside in the territory of the Division for which he is judging; nor shall any member of any of the three juries have a personal interest in any of the exhibits of which he is judging.

AWARDS

Each of the THREE JURIES shall meet on January 14, 1952 to make the First and Second awards. However, if in the opinion of the juries none of the buildings submitted are deemed worthy of either first or second award, no award shall be made. As any award will indicate to the public what the profession considers to be a fine piece of architecture, the Juries must exercise great care before giving any work their stamp of approval.

WINNING ARCHITECTS AND THEIR CLIENTS

In each class, the Owner of the winning building receives a bronze tablet for first award and a white metal tablet for second award, for attachment to his winning building, on which will be noted the class of award, the Owner's name and the name of the Architect. He will also receive a certificate suitable for framing. The Architect of the winning building will be awarded a certificate suitable for framing.

These awards are to be made publicly by the Joint Honor Awards Committee on February 8, 1952 at the Annual Convention.

The cost of the metal tablets and certificates will be borne by the Wisconsin Architects Association.

WISCONSIN ARCHITECTS SUMMARY OF 1951 WISCONSIN LAWS

The 735 new laws enacted by the 1951 Wisconsin legislature affect you — some of them directly, some indirectly. The Wisconsin Taxpayers Alliance has just issued a Summary of all these new laws.

This 140-page book gives a brief, easy-to-understand digest of each new law. Designed for quick reference, the cross-reference subject index makes it easy to find quickly the laws that interest you particularly.

The Summary is the only publication of its kind in the state because it gives handy, short digests of each of the 735 new laws.

The Summary is only one dollar a copy, to cover printing and binding costs. Send your order for one or more copies to:

Wisconsin Taxpayers Alliance
Madison, Wisconsin



IN MILWAUKEE . . .

Many Apartments

"Wall Off" compact kitchens with beautiful space saving "MODERNFOLD" Doors

MODERNFOLD DOOR DIVISION

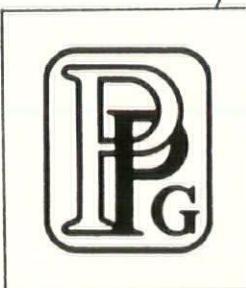
W. H. PIPKORN CO.

1548 West Bruce Street Milwaukee 46, Wisconsin
Mitchell 5-6800

EVERYTHING IN BUILDING MATERIALS AND REINFORCING STEEL

**QUALITY . . . GLAZED BRICK AND TILE,
FACE BRICK, COMMON BRICK, FIRE BRICK
AND HIGH TEMPERATURE CEMENTS**

Wisconsin Face Brick & Supply Corp.
4485 N. Green Bay Ave. CONCORD 4-4770 Milwaukee, Wis.
BRIXMENT the leading masonry cement



**STANDS
FOR QUALITY**

PAINTS • GLASS

in homes • offices • factories
institutions • schools • stores

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS CO.
820 NO. MARKET ST. • MILWAUKEE, WIS.

*
F. R. DENGEL CO.
for
*Fine Plumbing & Heating
Appointments*

*

Urge your clients to visit
our showroom. Three makes
of fixtures to select from . . .
Kohler, Briggs Beautyware
. . . W. A. Case Co.

Marquette 8-1080
1114 N. 4th St. Milwaukee 3, Wis.

GROUPS COMBINE IN EFFORT TO SAVE BUILDING MATERIAL

Washington — A way to save building materials in short supply because of defense requirements has been offered a group of government agencies by the American Institute of Architects, the Producers' Council and the National Association of Home Builders.

In a letter sent to the Defense Production Administration's Conservation Division and to the principal federal agencies concerned with building, the advantages of modular coordination were spelled out by Glenn Stanton, A Naughton Lane, and W. P. Atkinson, respective presidents of the three building groups. The building industry leaders called attention to the savings in materials that could be made if the wastage of materials in the construction process itself were eliminated.

A program that would require a systematic correlation of the dimensions of buildings and the unit sizes of the building products going into them would create more efficiency and less extravagance, the experts said. They cited a congressional declaration in the Housing Act of 1948 in support of modular coordination, and the preparation of instructional manuals by the Housing and Home Finance Agency that enable architects and engineers to practice the new economic method of dimensioning, as systemized un-

dor the American Standards Association.

The call to endorse the principle of modular co-ordination and direct its application to the fullest extent in today's construction programs was sent to the U. S. Army Engineers, Navy Bureau of Yards and Docks, Department of the Air Force, Bureau of Standards, Housing and Home Finance Agency, Munitions Board, Public Buildings Service, Veterans Administration, and Public Housing Administration.

HUGO C. HAEUSER

Hugo C. Haeuser, a member of the Wisconsin Chapter of The American Institute of Architects, died Thursday, October 18, at the age of 69.

Mr. Haeuser, who specialized in the designing of churches, received his apprentice training in the office of the late architects, Ferry & Clas and for several years was chief designer for the late Alexander C. Eschweiler. He had been in business for himself since 1919.

Mr. Haeuser was a life member of the Wauwatosa lodge, F. and A. M. He also belonged to Kenwood lodge, R.A.M., and the City Club of Milwaukee.

He is survived by a daughter, Mrs. H. B. Norris of Calhoun Farms with whom he made his home; two sons, Frederick G. and Charles, and a brother, Arthur, all of Milwaukee.

Burial was in Wisconsin Memorial Park on Saturday.



Horse and Buggy Wiring CAN BE OVERLOADED, TOO

Electric house wiring that provides too few outlets, circuits and switches is a relic of the days when electricity was used mainly for light.

Today families need electricity for dozens of uses. Today's need is for adequate wiring to get the best service from electric appliances and equipment — for Convenience, Cleanliness, Comfort, Economy and Safety.

The Electric Co.

Public Service Building Milwaukee 1, Wisconsin

NORTH CENTRAL STATES REGIONAL A.I.A. CONFERENCE
 LA SALLE HOTEL, CHICAGO, NOVEMBER 2, 3

PROGRAM

FRIDAY, NOVEMBER 2

9:00 A.M.	REGISTRATION: Architects and guests mezzanine floor, La Salle Hotel. Tickets, programs, architects' "guide to entertainment."	3:00 P.M.	"The Architect's Place in Prefabricated Construction" Presented by Wisconsin Architects Assoc.
9:30 A.M.	OPENING BUSINESS SESSION Chicago Room Mezzanine Floor La Salle Hotel Welcome by L. Morgan Yost, President Chicago Chapter A.I.A. Business Meeting, W. H. Tusler, Regional Director, North Central States A.I.A.	3:30 P.M.	"What Controls Will Mean to Manufacturers and Architects" A discussion panel presented by Producers' Council
10:00 A.M.	DISCUSSION TOPICS "New Ideas in Reinforced Concrete" presented by Duluth Chapter A.I.A.	4:30 P.M.	"Building Today" A discussion panel presented by Associated General Contractors (AGC)
10:30 A.M.	"The Renaissance of Timber Construction" presented by Minneapolis Chapter A.I.A.	6:00 P.M.	COCKTAILS — ENTERTAINMENT Century Room 19th floor La Salle Hotel Compliments of Chicago Chapter, Southern Illinois Chapter, Central Illinois Chapter and Architects Association of Illinois. Ladies invited.
11:00 A.M.	"Economies Possible in Brick Masonry Construction" Presented by Central Illinois Chapter A.I.A.	7:30 P.M.	DINNER MEETING Century Room 19th Floor La Salle Hotel Edward D. Kane, President, Architects Association of Illinois, presiding. Introduction by Chapters.
11:30 A.M.	"Use of Concrete Masonry Units" Presented by Southern Illinois Chapter A.I.A.		
12:15 P.M.	LUNCHEON Lincoln Room 18th floor La Salle Hotel		
1:00 P.M.	LUNCHEON DISCUSSION "Successful Practice and Good Management" James Kittleman, Linton, Maupin & Linton, Inc.		GUEST SPEAKER "National Materials Conservation and Future Building Policy" presented by guest speaker WILLIAM HUNT SCHEICK, Executive Director of B.R.A.B whose reports and recommendations will be used by Defense Production Administration, National Production Authority, Office of Defense Mobilization, Army Corps of Engineers, etc., for construction and building materials conservation programs. Herein lies a major factor of "practice of architecture under present (and future) conditions."
1:30 P.M.	Adjourn to Chicago Room Mezzanine Room La Salle Hotel		
2:00 P.M.	DISCUSSION TOPICS "Stone Masonry and Veneers" Presented by Minnesota Chapter A.I.A.		
2:30 P.M.	"Reducing the Millwork Contract" Presented by St. Paul Chapter A.I.A.		

SATURDAY, NOVEMBER 3

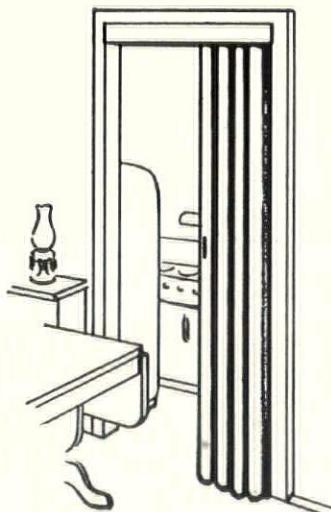
8:00 A.M.	SOCIAL BREAKFAST Coffee Shop La Salle Hotel	12:15 P.M.	LUNCHEON
9:30 A.M.	DISCUSSION TOPIC Chicago Room Mezzanine Floor La Salle Hotel "Why Engineering Firms for Government Agency Projects" Presented by John R. Fugard, Chicago Chapter A.I.A.		Lincoln Room 18th floor La Salle Hotel Summary of conference theme W. H. Tusler, regional director committee reports Future announcements Adjournment
10:00 A.M.	"Engineering Today" Presented by Western Society of Engineers	2:00 P.M.	INSPECTION TOUR sponsored by Chicago Chapter A.I.A. and under direction of Paul McCurry. Bus service will be provided to the Ford House (of coal) Bruce Goff, the Farnsworth House (of coal) Mies van der Rohe, and other noteworthy examples of recent Chicago building.
10:30 A.M.	Presentation and Discussion of Current Buildings		

LADIES INVITED TO ALL EVENTS

HOLCOMB & HOKE
FOLDDOOR

The beautiful new, space-saving door closure for closets, wardrobes, partitions.

- folDoor has the cornice which gives it that "finished look"
- folDoor is only 5½" thick, fits inside the measurements of most walls
- folDoor occupies the least amount of "stack" space of any extensible door
- folDoor is easily operated by a child; has normal, door-knob height handles
- folDoor has positive latching, like any normal door; one-hand operation, no fumbling, no fussing
- folDoor is fire resistant; a sturdy steel frame covered with vinyl-coated fabric that comes in beautiful "decorative" colors; washable with soap and water



Distributed and Installed by

FOLDDOOR SALES CO. of Wisconsin

JOSEPH W. WILDE, President

1940 W. Forest Home Ave.

EVergreen 3-5200

Milwaukee 4, Wis

IMPORTANT NOTICE FROM YOUR BOARD OF DIRECTORS

BLUE CROSS NOW AVAILABLE TO ALL ASSOCIATION MEMBERS

The Executive Board has voted to make the Blue Cross Hospital Insurance Plan and the Blue Shield Surgical-Medical Contract available to members of the Wisconsin Architects Association on a state-wide basis. Members may subscribe to either one or both of the plans as their needs may indicate.

BLUE CROSS HOSPITAL CARE PLAN

The Blue Cross Coverage being offered is the new **COMPREHENSIVE Coverage**, which is now being offered to members for the first time.

BLUE CROSS BENEFITS

70 days each year for each hospital admission for a different ailment in Semi-Private and Private Accommodations in 131 Members Hospitals.

100% Coverage*

1. Semi-Private Room . . . Meals . . . and Dietary Service. *In a private room — Blue Cross patients are allowed the cost of a semi-private room up to \$7.50 per day.
2. General Nursing Service.
3. Operating Room.
4. Anesthesia provided by the hospital.
5. Surgical Dressings.
6. Casts.
7. Oxygen.

8. Laboratory Examinations.
9. Intravenous Solutions.
10. Electrocardiograms.
11. Basal Metabolism Tests.
12. Physical Therapy.
13. Helium Therapy.
14. Ordinary Drugs and Medications, including penicillin, streptomycin, and aureomycin.
15. X-Ray Examinations.
16. Maternity Benefits are provided for in the family group contract, after it has been in effect for a continuous period of 9 months. The mother and child receive 100% of these regular Blue Cross benefits during the hospital stay up to 10 days.

World-Wide Coverage (70 Days)

Members admitted as bed patients in a hospital affiliated with another Blue Cross Plan will receive full Service Benefits of that Plan in those areas where a reciprocal agreement exists. In other approved non-affiliated general hospitals, members will receive up to \$6.00 per day toward room and board, and up to \$60.00 for other hospital services rendered. This payment is limited to the benefit regularly allowed for such service in member hospitals.

First-Aid Outpatient Service

Outpatient hospital care includes all of the regular Blue Cross benefits. They are available to non-bed hospital patients (a) for first-aid accident emergency care if the patient is admitted within 24 hours from the time of the accident and (b) for hospital care during outpatient surgical operations. In non-member hospitals, the allowance for outpatient care benefits will not exceed \$10.

Family contracts protect husband, wife and children under 19.

Conditions and Services Not Covered

Not included are private nurses, diagnostic services, X-ray or radium treatment, blood and plasma, hospital and medical services obtainable without cost under any government law, care in U. S. Veterans Administration Hospitals, tuberculosis, or compensable injuries or diseases. **Waiting Period:** Benefits for maternity care, pre-existing conditions and removal of adenoids and tonsils are included after 9 months of

**NOVOTNY L. J.
INC.**

Representing

**F. H. LAWSON CO.
WADE MFG. CO.
DALY 8-1899
PLANKINTON BLDG.
MILWAUKEE**

WISCONSIN

continuous membership. Transfer-ins from local society groups already in existence are not subject to the 9 months waiting period.

BLUE SHIELD

SURGICAL-MEDICAL PLAN BLUE SHIELD BENEFITS

These Surgical-Medical Benefits are available to patients in approved hospitals in accordance with the Blue Shield contract. You may enroll in the Blue Shield Plan either as an individual or on a family contract basis. Family contracts protect both husband and wife and all eligible children under 19.

Blue Shield will pay the doctor of your choice for the following services according to its prevailing schedule of benefits.

Coverage for All Operative Procedures in the treatment of disease and injury and burns. The number of surgical operations is not limited.

Setting of Simple and Compound Fractures, the reduction of dislocated joints and the surgical care of fractures requiring open operations.

Anesthesia administered in a hospital by a doctor not in charge of the case nor in the employ of the hospital.

Medical or Non-Surgical Care available in a hospital for each member during each contract year.

Emergency Surgical Services following accidental injury, rendered anywhere within 24 hours by a doctor.

Maternity Care is available after family group coverage has been in effect nine consecutive months.

Waiting Period: Benefits for Pre-Existing Conditions and Removal of Tonsils and Adenoids are included after 9 months of continuous membership.

Benefits Are Not Provided for Hospital, Dental, or Nursing services, Drugs, Appliances, Plastic operations for beautifying purposes, services for compensable injuries or diseases.

All Members recently received a mailing containing complete information on Blue Cross and Blue Shield, including application blanks. Individual members who do not as yet have Blue Cross and/or Blue Shield may enroll at once. Present members should complete new application cards, so that their Blue Cross coverage can be changed over to the new Comprehensive plan; the latter will not be subject to the 9 months waiting period. All should submit a check payable to the Wisconsin Architects Association for one quarterly premium; members who have

(Continued on Page 10)

Rundle-Spence

MANUFACTURING COMPANY

PLUMBING, HEATING and MILL SUPPLY

MILWAUKEE - MADISON

29 N. CHARTER ST.

MADISON 5, WIS.

Phone 5-6754

445 N. FOURTH STREET

MILWAUKEE 3, WIS.

Phone MARquette 8-2500

FLOORING

FOR
RESIDENTIAL, PUBLIC BUILDINGS
OR
COMMERCIAL USE

- MAPLE, BEECH, BIRCH •
- and WISCONSIN OAK •
- in •
- STRIP, HERRINGBONE and •
- ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

Architects

ADDRESS YOUR FLOORING PROBLEMS TO US

HOLT HARDWOOD CO.
OCONTO, WISCONSIN



(Continued from Page 9)

already paid a premium which includes coverage beyond November 30, 1951, will receive a rebate in full for that portion of the premium providing coverage beyond November 30. Coverage under the association Group Plan will begin December 1, 1951; closing date for the initial enrollment will be November 15, 1951. Act before that time. Enrollment will only be on an Annual basis, so if you do not enter now, YOU WILL HAVE TO WAIT FOR A YEAR!

Checks should be payable to, and submitted with applications to the Wisconsin Architects Association, 3800 N. Humboldt Avenue, Milwaukee 12, Wisconsin. The amount of the check will be governed by your choice of coverage as shown in the enrollment letter which you should have received by now. For further information call or write E. C. Seramur, Special Representative of the Blue Cross Plan, 826 N. Plankinton Ave., Milwaukee 2, Wisconsin. Daly 8-4600.

Enrollment Closes November 15 — Act Now!

* * *

WORK OF ARCHITECTS DISPLAYED AT MILWAUKEE CITY CLUB

The Wisconsin Architects Association has been well represented during the month of October in the exhibits on display in the lounge of the City Club.

The Milwaukee School Board of Directors, Samuel J. Sutherland, Architect, has had on display a model of the New Core Type Elementary School. This model is that of the 95th Street School for which Darby & Bogner and Associates and Fritz von Grossmann are the architects, and the Clement Avenue School for which Brimeyer, Grellinger and Rose are the architects.

Also Roland E. Adams, an Associate member of the Association, has held a one-man show there. His etchings, water colors and pencil drawings have received much favorable comment, particularly his etchings, which are outstanding.

* * *

WISCONSIN CHAPTER PRODUCERS' COUNCIL OFFICERS

Recently elected officers of the Producers' Council, Wisconsin Chapter, are Walter G. Winding, President; James M. Mitchell, Vice President; Donald Fridell, Secretary; James Smith, Treasurer; Orley C. Brown, Program Chairman.

QUALITY . . .

GLAZED BRICK AND TILE, FACE BRICK,
COMMON BRICK

GAGNON CLAY PRODUCTS CO.

526 S. Broadway HOWARD 78 Green Bay, Wis.
BRIXMENT the leading masonry cement

PHOTOCOPIES

DRAFTING SUPPLIES

REPRODUCED TRACINGS

SCHMITT BLUEPRINT CO.

VAN DYKES

A.I.A. CONTRACTS

C. F. PEASE AGENCY

628 N. BROADWAY

DALY 8-1761

MILWAUKEE

ACHUFF & COMPANY

829 North 63rd Street BLuemound 8-6780

Milwaukee 13, Wisconsin

REPRESENTATIVE

Diffusers

AIR DEVICES, INC.
New York, N. Y.

Radiators

SHAW PERKINS
MFG. CO.
Pittsburgh, Pa.

Boilers

TITUSVILLE
IRON WORKS CO.
Titusville, Pa.

T. C. ESSER CO.

PAINTS

GLASS

WALL PAPER

MIRRORS

GLASS BLOCK



CHURCH

STAINED GLASS

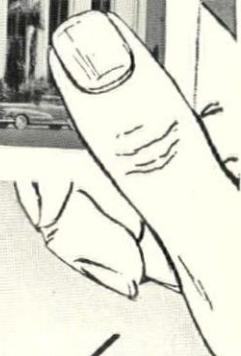


MILWAUKEE • OSHKOSH

LA CROSSE



Original structure was designed by Walker & Eisen, architects. E. A. Evans was structural engineer. William Simpson Construction Co. was contractor. Addition was designed by Claude Beelman, architect and Herman Spackler, associate architect. Beatty & Clark were the structural engineers on the job and C. L. Peck was the general contractor.



Architectural Concrete

structures can be attractively enlarged

WHEN the three-story Farmers Insurance Exchange building was erected in Los Angeles in 1937, it was built of architectural concrete and looked as shown above, left. In 1948 it was enlarged to a six-story structure. Again architectural concrete was used.

The remodeled structure shown at the right, above, is an expansion on the same architectural lines of the original building. This job illustrates how attractively buildings designed in architectural concrete can be enlarged or remodeled.

Whether remodeling or building new, architectural concrete is the ideal construction material. It has great strength and durability; yet it can be molded economically into ornamentation of any style or period. It also meets every other essential structural requirement—adaptability to any need or use, firesafety, low maintenance expense, **low-annual-cost** service.

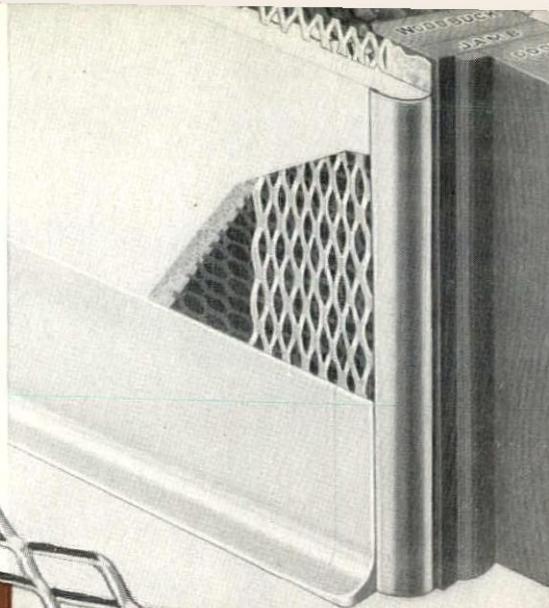
For additional information about architectural concrete, write for free, helpful literature. Distributed only in United States and Canada.

PORTLAND CEMENT ASSOCIATION
735 NORTH WATER STREET, MILWAUKEE 2, WISCONSIN

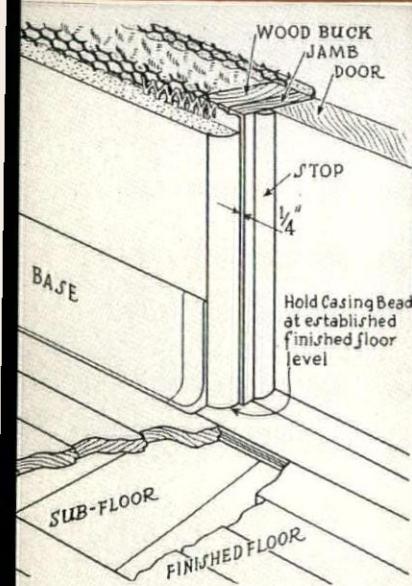
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



Here's how Milcor Casing Bead creates interior beauty: Note how trim, narrow face is all that is exposed — for smart simplicity, easy cleaning. Construction-wise, note how expanded wing provides perfect plaster bond, and how casing bead acts as a screed to separate plaster from other material.



Create Smart, Appealing Interiors with **MILCOR*** **Window and Door Casing Bead**



MILCOR Casing Bead creates the clean, modern beauty and spacious simplicity that today's buyer demands. This is because the smooth attractive face of the steel bead blends perfectly with surrounding walls, permitting flush door and window openings. Milcor Casing Bead is made of steel for a lifetime of beauty and extra plaster protection. It is easily installed and finished.

Either solid or expansion wing-types can be obtained to meet all ordinary requirements, and to meet many special and difficult needs as well. A variety of styles is available. All are straight and uniform to permit perfectly fitted mitres and neat, flush joints.

For full information on Milcor Casing Bead and other products in the complete line of Milcor Metal Lath and accessories, turn to the Milcor Manual in Sweet's.

<INLAND> STEEL PRODUCTS COMPANY

*Reg. U. S. Pat. Off.

4127 WEST BURNHAM STREET

Formerly Milcor Steel Company

MILWAUKEE 1, WISCONSIN

BALTIMORE 24, MD. — 5300 Pulaski Highway • BUFFALO 11, N. Y. — 64 Rapin St. • CHICAGO 9, ILL. — 4301 S. Western Avenue Blvd. • CINCINNATI 25, OHIO — 3240 Spring Grove Ave. • CLEVELAND 14, OHIO — 1541 E. 38th St. DETROIT 2, MICH. — 690 Amsterdam Ave. • KANSAS CITY 8, MO. — South West Blvd. and State Line • LOS ANGELES 2, CALIF. — 600 S. Figueroa St. • ST. LOUIS 10, MO. — 4015 Clayton Ave.